

THE DODO X SWIFFER THE MESSY'S SWEEPSTAKES ("SWEEPSTAKES") ("OFFICIAL RULES")

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN; A PURCHASE DOES NOT INCREASE ODDS OF WINNING; CONSUMER DISCLOSURE: YOU HAVE NOT YET WON

BY ENTERING THE SWEEPSTAKES, YOU AGREE TO ABIDE BY THESE OFFICIAL RULES, WHICH GOVERN YOUR PARTICIPATION IN THE SWEEPSTAKES, AND TO RECEIVE MARKETING MATERIALS FROM GROUP NINE MEDIA, INC. ("**SPONSOR**") AND THE PROCTER & GAMBLE DISTRIBUTING LLC ("**SWEEPSTAKES PARTNER(S)**"). YOU ALSO REPRESENT THAT YOU MEET THE ELIGIBILITY REQUIREMENTS BELOW.

The Sweepstakes is sponsored by Group Nine Media, Inc., located at 568 Broadway, Floor 10, New York, NY 10012. The Sweepstakes is subject to all applicable laws and regulations and is void where prohibited by law, or where bonding, registration, or other requirements have not been met. Decisions of Sponsor are final and binding with respect to all matters relating to the Sweepstakes.

1. Eligibility Requirements. The Sweepstakes is open to individuals legally residing in the forty-eight (48) contiguous United States or DC, aged 18 or over, who meet their jurisdiction's minimum age requirement. Officers, employees, agents, and immediate family and household members of Sponsor, Sweepstakes Partner(s), and their respective parents, subsidiaries, affiliates, advertising and promotion agencies and anyone professionally associated with the Sweepstakes (collectively, "**Sweepstakes Entities**") are not eligible. Winner(s) may be required to furnish proof of identity, address, and age to receive a prize.

2. Sweepstakes Period. The Sweepstakes begins on April 30, 2021 at 12:01 AM Eastern Time and ends on May 31, 2021 at 11:59 PM Eastern Time (the "**Sweepstakes Period**"). Entries received prior to or following the Sweepstakes Period will be disqualified. The Sponsor's computer is the official time-keeping device for the Sweepstakes.

3. Entry. The Sweepstakes consists of two (2) entry pools, a cat prize pool ("**Cat Prize Pool**") as well as a dog prize pool ("**Dog Prize Pool**" and together with the Cat Prize Pool the "**Pool(s)**").

(a) To enter the Sweepstakes Cat Prize Pool: visit <https://swifferthemessys.splashthat.com/>, and provide the following information during the Sweepstakes Period: (i) first and last name, (ii) a valid email address, (iii) name of your cat, and (iv) one (1) photo of your rescued cat, (such information, along with any other information or materials you submit in connection with the Sweepstakes, are your "**Cat Submission**").

(b) To enter the Sweepstakes Dog Prize Pool: visit <https://swifferthemessys.splashthat.com/> and provide the following information during the Sweepstakes Period: (i) first and last name, (ii) valid email address, (iii) name of your dog, and (iv) one (1) photo of your rescued dog, (such information, along with any other information or materials you submit in connection with the Sweepstakes, are your "**Dog Submission**," and together with the Cat Submission, each a "**Submission**" or collectively the "**Submissions**").

Submissions must be no larger than the maximum file size(s) allowed on the entry form and as determined by Sponsor, in Sponsor's sole discretion. Alternatively, you may enter by sending an email to entries@groupninemedia.com and including your first and last name and by putting Sweepstakes #689 and the Pool(s) you are entering in the subject line ("**Alternative Entry**"). Alternative Entries must be received during the Sweepstakes Period. Any Submission you provide to the Sweepstakes will be considered non-confidential and non-proprietary. Your Submission cannot: (a) be sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, professional or age

group, profane or pornographic, contain or reference nudity or any materially dangerous activity; (b) promote alcohol, marijuana, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message; (c) be obscene or offensive, endorse any form of hate or hate group; (d) contain or reference trademarks, logos or trade dress owned by others, or advertise or promote any brand or product of any kind, without permission, or contain any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses; (e) contain copyrighted materials owned by others without permission (for example, music); and (f) contain materials embodying the names, likenesses, or other indicia identifying any person, living or dead, without permission. By entering the Sweepstakes, you warrant and represent that your Submission: (a) has not been previously published; (b) has not received previous awards; (c) does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity; and (d) will not infringe on the rights of any third party in connection with publication of the Submission via various media including web posting and posting in social media. You indemnify and hold harmless Sponsor and Sweepstakes Partner from any claims to the contrary. Any Submission that, in the sole opinion of Sponsor or Sweepstakes Partner, is deemed to be inappropriate for publication or inclusion in the Sweepstakes for any reason will be void and disqualified. You represent and warrant that you own and possess all rights to the Submission, including but not limited to all rights to any trademarks, copyrights, and rights of publicity incorporated therein (“**Rights**”) and that your Submission is wholly created by, and original to, you. You agree to provide to Sponsor and Sweepstakes Partner a copy of any consents, releases, or permissions documenting such Rights upon Sponsor’s or Sweepstakes Partner’s request. By providing your Submission for consideration in the Sweepstakes, you hereby irrevocably grant to Sponsor and Sweepstakes Partner, and Sponsor’s and Sweepstakes Partner’s affiliates, successors, and assigns, and its and their respective agents, licensees, employees and contractors (the foregoing, collectively, “**Authorized Persons**”), a non-exclusive, royalty-free, fully paid-up, transferable, worldwide, perpetual, irrevocable right and license to display, publicly perform, exhibit, transmit, broadcast, reproduce, record, photograph, digitize, modify, create derivative works, exploit, sell, license, or otherwise use and permit others to use, your Submission, and the associated Rights contained therein, in perpetuity throughout the universe, in any medium or format now known or hereafter created for any purposes, including for advertising, public relations, and promotional purposes, either in connection with or outside of the Sweepstakes, without further consent from, or other compensation to, you. You also hereby waive in favor of Sponsor and Sweepstakes Partner, all moral rights that you may now or later have to your Submission, throughout the world. The Authorized Persons may freely sublicense (through multiple tiers), assign, transfer, edit, composite, morph, scan, duplicate, alter, or create derivative works of the entry for any purpose that Sponsor or Sweepstakes Partner deems necessary or desirable. Except where prohibited: (i) entry into the Sweepstakes constitutes your consent, without further compensation, to the use of your name, story, image, likeness, voice, and other personal characteristics, biographical and personal data, contact information and your Submission for editorial, advertising, marketing, publicity, and administrative purposes by the Authorized Persons; (ii) acceptance of a prize constitutes a release by any winner of the Sweepstakes Entities of any and all Claims in connection with the administration of this Sweepstakes and the use, misuse, or possession of your Submission or any prize. You acknowledge and agree that you have no right to review or approve such Submission or the associated Rights therein and that the Authorized Persons have no liability to you for any editing or alteration of such materials. You acknowledge that the Sponsor and Sweepstakes Partner have the right, but are not obligated, to use or stop using any Submission at any time for any reason.

4. **Odds.** Odds of winning depend on the number of entries received in each Pool.

5. **Entry Limit.** Limit one (1) entry per Pool, per person, per email account. You may not use multiple means of entry (e.g., multiple email accounts) to circumvent the entry limit.

6. Prize(s).

(a) Cat Prize Pool:

- i. one (1) confirmed first place prize winner from the Cat Prize pool will receive a year's supply of Swiffer Pet products (includes twelve (12) sets of the following products: one (1) Sweeper Starter Kit , one (1) Heavy Duty Duster Starter Kit , one (1) package of Sweeper Pet Dry Refills (12 pc), one (1) package of Sweeper Pet Wet Refills (12pc) , one (1) package of Heavy Duty Duster Pet Refills (12pc)) with an approximate retail value ("**ARV**") of \$435.00, a 6-month subscription to KitNipBox with an ARV of \$180.00, the opportunity have their Cat Submission featured in a Swiffer Pet marketing campaign with an ARV of \$150.00, and the opportunity to be interviewed for a feature written article, and included in a winner spotlight on The Dodo's Instagram channel with an ARV, of \$150.00 ("**1st Place Cat**"). The total ARV of the Grand Prize Cat is \$915.00.
- ii. one (1) confirmed second place prize winner from the Cat Prize Pool will receive a 3-month subscription to KitNipBox with an ARV of \$90.00 ("**2nd Place Cat**").
- iii. one (1) confirmed third place prize winner from the Cat Prize Pool will receive a full slate of Swiffer Pet products (includes: one (1) Sweeper Starter Kit , one (1) Heavy Duty Duster Starter Kit , one(1) Sweeper Pet Dry Refill, one (1) Sweeper Pet Wet Refill, and one (1) Heavy Duty Duster Pet Refill) with an ARV of \$60.00 ("**3rd Place Cat**").

(b) Dog Prize Pool:

- i. one (1) confirmed first place prize winner from the Dog Prize Pool will receive a year's supply of Swiffer Pet products (includes twelve (12) sets of the following products: one (1) Sweeper Starter Kit , one (1) Heavy Duty Duster Starter Kit, One (12) Sweeper Pet Dry Refill, one (1) package of Sweeper Pet Wet Refills (12pc), one (1) package of Heavy Duty Duster Pet Refills (12pc)) with an ARV of \$435.00, a 6-month subscription to BarkBox with an ARV of \$210.00, the opportunity to have their Dog Submission featured in a Swiffer Pet marketing campaign with an ARV of \$150.00, and the opportunity to be interviewed for a feature written article and included in a winner spotlight on The Dodo's Instagram channel with an approximate retail value, of \$150.00 ("**1st Place Dog**"). The total ARV of the Grand Prize Dog is \$945.00.
- ii. one (1) confirmed second place prize winner from the Dog Prize Pool will receive a 3-month subscription to BarkBox with an ARV of \$105.00 ("**2nd Place Dog**").
- iii. one (1) confirmed third place prize winner from the Dog Prize Pool will receive a full slate of Swiffer Pet products (includes: one (1) Sweeper Starter Kit , one (1) Heavy Duty Duster Starter Kit , one(1) Sweeper Pet Dry Refill, one (1) Sweeper Pet Wet Refill, and one (1) Heavy Duty Duster Pet Refill) with an ARV of \$60.00 ("**3rd Place Dog**")

Approximate Retail Value ("**ARV**"): The total combined ARV of the 1st Place Cat, 1st Place Dog, 2nd Place Cat, 2nd Place Dog, 3rd Place Cat, and 3rd Place Dog is \$2,175.00 (each individually a "**Prize**" and collectively the "**Prizes**"). The ARV represents Sponsor's good-faith determination of the approximate retail value of the Prizes in U.S. dollars and may differ from the actual fair market value. The actual fair market value is determined by Sponsor, is final and binding, and may not be challenged or appealed. If the ARV of a prize exceeds the actual fair market value of the prize, the difference will not be awarded to winner in cash or otherwise. There is no cash alternative for the Prize, in whole or in part. The Prize is non-transferable and non-exchangeable. No compensation, refunds, or alternatives will be offered due to a winner's inability to attend, claim, or use the Prize. Sponsor reserves the right to substitute a prize of equal or greater monetary value for any Prize. In no event

shall the Sponsor be obligated to award more prizes than the number of Prize(s) stated in these Official Rules. Prizes delivered via post must be delivered to a valid U.S. address.

7. Winner Selection. Sponsor will use a computer-generated randomizer to select one (1) 1st Place Cat winner, one (1) 2nd Place Cat winner, one (1) 3rd Place Cat winner, on or about June 1, 2021 from the entries received in the Cat Prize Pool (or, from Alternative Entries, received in the Cat Prize Pool during the Sweepstakes Period), and one (1) 1st Place Dog winner, one (1) 2nd Place Dog, and one (1) 3rd Place Dog winner on or about June 1, 2021 from the entries received in the Dog Prize Pool during the Sweepstakes Period (or, from Alternative Entries, received in the Dog Prize Pool during the Sweepstakes Period). If there is a dispute regarding the identity of the winner, the registered account holder of the email account used to submit the winning entry will be deemed the winner, subject to such owner's compliance with the Official Rules. Sponsor reserves the right to deliver Prize(s) to the email or mailing address supplied by the winner at the time of entry.

8. Winner Notification and Acceptance Requirements. Sponsor will contact winner(s) by the email address provided to enter, or, for entries received by mail, the mailing address if no email address is provided. Sponsor is not liable for a winner's failure or inability to receive communications sent by Sponsor to the contact information provided. To receive the Prize, the winner must: (a) respond to Sponsor within three (3) business days of initial contact to confirm eligibility; (b) be available and willing to participate in a phone or video-chat interview with The Dodo production team between June 14, 2021 and June 17, 2021 (the "**Production Period**") and (c) sign and return an affidavit or declaration of eligibility, IRS Form W-9 (if requested), and liability and publicity release (together, "**Winner Paperwork**") to Sponsor within three (3) business days of Sponsor's delivery. A winner may be disqualified for: failure to timely respond to Sponsor's notification, failure to be available or participate in the phone or video-chat interview during the Production Period, failure to timely complete and return the Winner Paperwork, failure to meet the Eligibility Requirements at the time of entry, failure to comply with the Official Rules, and/or failure to comply with applicable laws and regulations, each as determined in Sponsor's sole discretion. All winner privileges shall immediately terminate upon disqualification. If a winner is disqualified, Sponsor may select an alternative winner (up to a maximum of two alternates). No alternate winner will be drawn if a Prize is time-sensitive. Normal time, toll, connection, and usage rates charged by your Internet Service Provider may apply. Winner(s) are responsible for all federal, state, and local taxes on the value of the Prize. Winner(s) may receive from an IRS form 1099-MISC at the end of the calendar year, a copy of which form will also be filed with the Internal Revenue Service. Unless prohibited by applicable law, winner's acceptance of a Prize constitutes winner's irrevocable permission for Sponsor and Sweepstakes Partner(s) to use winner's name, address, biographical information, likeness, and testimonial for advertising or publicity purposes regarding the Sweepstakes, on a worldwide basis and in all forms of media known or unknown, without further compensation.

9. General Terms. Sponsor may disqualify any individual or void any entry if the entrant corrupts or affects the administration, security, fairness, integrity, or proper conduct of the Sweepstakes. This includes, for example, the use of computer 'script,' 'macro,' or 'brute force,' masking identities by manipulating IP addresses, or using any automated means to enter the Sweepstakes. Sponsor may disqualify any individual or void any entry if the entrant uses a username or email address that belongs to or is already being used by another person, whether actual or fictitious, that may be interpreted as impersonating another person, or violating the rights of any person. Incomplete, illegal, misdirected, untimely, or invalid entries will not be accepted. Proof of sending is not proof of delivery. Releasees (defined below) take no responsibility for delayed, incomplete, illegible, unintelligible, misdirected, damaged, or lost entries due to technical reasons or otherwise. If the Sweepstakes cannot be run or be administered as planned, for reasons outside of Sponsor's control, Sponsor reserves the right to cancel, modify, or suspend the Sweepstakes (subject to any written directions given under applicable law) by posting a notice on the Sweepstakes entry page. Sponsor further reserves the right to modify, cancel, or suspend the Sweepstakes if Sponsor

believes doing so is necessary to maintain the integrity of the Sweepstakes or fairness to entrants. Sponsor will not be liable for a delay or failure to perform its obligations if caused by an act, omission, event, or circumstance beyond Sponsor's reasonable control. This Sweepstakes is governed by New York law. By entering, you irrevocably consent to exclusive jurisdiction and venue of the state and federal courts located in New York, New York for any dispute arising from or relating to this Sweepstakes.

10. Privacy. By entering the Sweepstakes, you agree that Sponsor may use the personal information you provide through your entry in accordance with Sponsor's privacy policy (<https://www.groupninemedia.com/privacy>). You also agree that Sponsor may share such personal information with the Sweepstakes Partner(s), for solicitation, marketing, or other business or promotional purposes, as permitted by such Sweepstakes Partner(s)' privacy policy (https://www.pg.com/privacy/english/privacy_statement.shtml). You may unsubscribe from any email communication by clicking the "unsubscribe" (or similar) link at the bottom of any marketing email sent from Sponsor or Sweepstakes Partner(s), or by contacting such entity directly.

11. Risks; Warranties; Release of Claims. Your participation in the Sweepstakes is at your own risk. Releasees do not make, and hereby disclaim, all implied warranties of any kind relating to the Prize, including warranties of fitness for a particular purpose, merchantability, and noninfringement, or any representations regarding the function or operation of the Prize. By entering the Sweepstakes, you agree to release and hold the Sweepstakes Entities and their respective agents, successors, assigns, employees, officers, and directors (collectively, the "**Releasees**") harmless from any liability, illness, injury, death, loss, litigation, claim, or damage directly or indirectly relating to (i) the provision, hosting, sponsorship, administration, suspension, or cancellation of the Sweepstakes, (ii) a person's ability or inability to enter or participate in the Sweepstakes, including those arising from technical failures, third-party telecommunication outages, or other force majeure events, (iii) any determination of disqualification or other decision made by Sponsor in its sole discretion, (iv) your ability to win, claim, or use a Prize, or to otherwise participate in any activity relating to the Sweepstakes, (v) the Prize itself, including use or misuse of a Prize, and/or (vi) electronic or human error, or events arising from the simple negligence of one or more Releasees. You further agree to expressly and forever waive all rights under Section 1542 of the Civil Code of California ("**Section 1542**") (or any similar law applicable to your jurisdiction) which reads: A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS THAT THE CREDITOR OR RELEASING PARTY DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE AND THAT, IF KNOWN BY HIM OR HER MUST HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR OR RELEASED PARTY. You acknowledge that you have had an opportunity to review these Official Rules and Sponsor's and the Sweepstakes Partner(s)' privacy policies and understand them. You acknowledge and agree that this is a complete RELEASE and DISCHARGE of all claims and rights against the Releasees and that this release will be binding upon an entrant's and winner's heirs, executors, and administrators, and anyone claiming by or through an entrant or winner.

12. Third-Party Platforms. If this Sweepstakes is hosted, administered, or operated on a third-party platform, including without limitation social media platforms (e.g. Facebook or Instagram) (the "**Third Party Platform**"), then by participating in this Sweepstakes, you hereby release and hold harmless such Third Party Platform from all claims, responsibility, and liability relating to the Sweepstakes. Unless otherwise stated in these Official Rules, this Sweepstakes is not sponsored, endorsed, or administered by, or associated with, any Third Party Platform.

13. Winner Publication. The first name, last name, and state of residency for confirmed winner(s) will be available upon written request to the Sponsor at the address below, for six (6) months following the end of the Sweepstakes Period.

14. Sponsor and Sweepstakes Partner Contacts.

Sponsor(s): Group Nine Media, Inc. 568 Broadway, Floor 10, New York, NY 10012.

Sweepstakes Partner(s): The Procter & Gamble Distributing LLC, One P&G Plaza, Cincinnati, OH 45202.